CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1955

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

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'47 Tax Fight Won Paper Support

On the beam

By JAY L. SMITH

There is nothing so satisfying to everyone in this business as to hear about, or better still, to see a really good picture. As I have mentioned several times before in this column, never in the history of motion pictures have the producing companies been turning out so many outstanding films, one right after the other. And there seems to be no end to this volume of top product.

While in New York last week, I had the opportunity to visit the Criterion Theatre (courtesy of Jerry Pickman), and see Paramount's latest hit, "The Country Girl," starring Bing Crosby, William Holden and Grace Kelly. What a terrific piece of screen entertainment this one is, with all three stars turning in performances definitely worthy of Academy Award recognition. At this writing, in fact, the inside dope is that it will be a close race between Judy Garland and Grace Kelly for the top feminine Oscar, and between Crosby, Bill Holden and Jose Ferrer ("Deep in My Heart") for the top male award.

But to get back to "Country Girl," Clifford Odets' screenplay, as produced by William Perlberg and directed by George Seaton, is a powerful drama that will tug the heart-strings of the male members of the audiences almost as much as the womenfolk. It is an entirely different type of role for Crosby, but he demonstrates once again, as he did in "Going My Way," that there are very few limits to his capabilities, given the right opportunity. Bill Holden comes through with a repeat of his terrific performance in "Stalag 17," and as for that Kelly gal, she is magnificent. You can mark this

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Ont. Papers Objected To Tax Editorialized In Aid Of Exhibitors

The heading of this story can become a reality if Ontario exhibitors rally to the appeal from Arch Jolley to organize support for the tax brief that has been presented to Premier Frost for study and action at the coming sessions of the provincial legislature. The present head was taken from the 1947 issue of The Digest which quoted a large group of Ontario newspapers, who editorially and through their news columns supported the campaign launched by Ontario theatres to defeat a proposal by Toronto's City Council for an additional levy by

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Harnick At Columbia Sales Meet In N.Y.

Harvey Harnick, Columbia's Canadian general sales manager, attended a two-day meeting for Columbia home office executives and the company's division man-

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Audio Screens "Minute Movies" For Ad Agencies In Montreal

Montreal ad agencies had a demonstration of Audio Pictures' "minute movies," a newly promoted medium for reaching theatre audiences with a sales message. Audio gave the presentation in a local theatre, exhibiting a number of color advertising pictures, each running from 45 seconds to a minute.

Audio Pictures, long established in Toronto, with studio and lab facilities, branched into this advertising medium about three and a half years ago. It has an exclusive franchise with one of the larger

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Labor Convention O'ks Hospital Sweepstakes

At its convention in Niagara Falls, the Ontario Federation of Labor approved a resolution, by a narrow margin, to request the Ontario government to make provision for a Provincial Hospitals Sweep-

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CANADIAN PICTURE PIONEERS
ANNUAL MEETING and DINNER
CRYSTAL BALLROOM
King Edward Hotel
TORONTO
Thurs., Feb. 3, 1955

Manitoba Pioneers Plan Two Events

The first Board meeting of the Manitoba Branch of the Canadian Picture Pioneers, held January 20 in Winnipeg, with President J. Biggerstaff in the chair, scheduled two annual events.

On February 21 the third annual Curling Bonspiel will be held at the Maple Leaf Curling Club. Charles Krupp and Harold Bishop are co-chairmen for the affair.

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Keep your eyes on

C.P.P. CANADIAN PICTURE PIONEERS

(See Page 7)

Second Eve. Paper For Hamilton Announced By Publisher Peller

Commencing Monday, January 31, Hamilton will have a second evening paper—The Evening Daily News.

"We had an evening paper plan in mind ever since the News went daily last September," Andrew Peller, president and publisher, said. "Our paid circulation is now 14,000 on the Daily News," he continued, "and we expect to up that considerably with the evening paper.

"People in Hamilton are enthusiastic over our plans," Peller continued. "In a city with 300,000

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Fam. Players Eastern Div. Managers Meet

Famous Players Eastern division managers, under the chairmanship of Morris Stein, its general manager, met this week to study an expansion of exploitation and publicity activities in their areas.

(Continued on Page 7)

UA's "VERA CRUZ", FIRST IN SUPERSCOPE NOW SHOWING LOEW'S, TORONTO

PREDICTION: IT'S ONE OF THE BIGGEST MUSICALS FROM M-G-M!

Just one of the BIG Celebration Pictures!

M-G-M's 1955 MOTION PICTURE THEATRE CELEBRATION "THERE'S MORE FUN AT THE MOVIES!"

NEVER BEFORE!

A thrilling romance in spectacular splendor and a wealth of singing glory!

Watch!
Hannibal's Army crossing the Alps with his elephant cavalry!

Watch!
The scheming Beauty who tricks The Barbarian on the march to conquer Rome!

Watch!
Handsome statues come to life in the amazing underwater dance spectacle!

Watch!
Dance of the Painted Elephants!

Watch!
Clash of armies at the gates of Rome!

PRE-SOLD!
Nationwide TV!

ED SULLIVAN'S "TOAST OF THE TOWN"

Tremendous response to scenes from "Jupiter's Darling" and Esther Williams Interview.

And Many More Promotions!

M-G-M's CINEMASCOPE COLOR MUSICAL!

"JUPITER'S DARLING"

starring

ESTHER WILLIAMS
HOWARD KEEL
MARGE and GOWER CHAMPION
GEORGE SANDERS

with RICHARD HAYDN • WILLIAM DEMAREST

Screen Play by DOROTHY KINGSLEY

Based on the Play "Road to Rome" by ROBERT E. SHERWOOD • Songs: BURTON LANE and HAROLD ADAMSON • Choreography by HERMES PAN • Photographed in EASTMAN COLOR

Directed by GEORGE SIDNEY • Produced by GEORGE WELLS

Cast of Thousands!

ASK YOUR M-G-M BRANCH

(Available in Magnetic Stereophonic or Perspecta Stereophonic Optical 1-Channel Sound)

'47 TAX FIGHT

(Continued from Page 1)

the Provincial government on amusement revenue, to the then existing 20% tax.

The statements made in 1947 apply to the present situation and local newspapers if approached, will certainly once again rally in support of an industry which has become a must for its citizenry. We reprint a small section of the statements made.

"Heavy taxation whether imposed on industry or individuals is nothing short of economic suicide. Money paid out in taxes is lost money and therefore taxation is something to curtail and not increase if prosperity is desired."
—LINDSAY DAILY POST, Lindsay, Ont.

"It is quite obvious that the little guy is the chappie who keeps the theatres in operation."

"Leave the little fellow alone and let him have his cheap entertainment, his pleasures and his luxuries and quit dreaming up methods of carving his clavicle any more."
—DAILY PRESS, Timmins, Ont.

"Mr. Harvey (Ont. Labor Federation) said that he 'would oppose any legislation that would tend to increase the living costs of the people.'"
—SAULT DAILY STAR, Sault Ste. Marie

"While moving pictures are patronized by people in every class or society it is recognized that they constitute, to a large extent, the poor man's pleasure."

"In these times when the average individual is faced with considerable strain in order to meet the responsibilities of daily life, some easily accessible form of recreation is often the saving grace. The national thing is to turn to some form of amusement in order to relieve the strain and get a change of thought. It is one of the ways of maintaining physical and mental health."
—SARNIA CANADIAN OBSERVER, Sarnia, Ont.

"Motion picture theatres have generally refrained from taking advantage of the abolition of ceilings to raise their admission prices."
—WINDSOR STAR, Windsor, Ont.

"The motion picture houses offer by far the greatest opportunity to people of low income for amusement."
—KITCHENER RECORD, Kitchener, Ont.

"Any amusement tax tends to be retrogressive in its operation. Take the movies as an example. Their great advantage is that they make it possible for the poor man to see the highest-paid, and presumably the best, performers that this continent can offer."
—CORNWALL STANDARD FREEHOLDER, Cornwall, Ont.

In behalf of the Ontario Exhibitors Committee on Amusement Tax Relief, Arch H. Jolley, secretary of the group, sent out an urgent call to all theatre owners in the province to organize locally in support of the appeal to the Ontario government for abolishment or reduction of the levy.

Jolley pressed the exhibitors to discuss the critical situation with the local member of the legislature, pointing out that the Progressive-Conservative legislators would probably hold a caucus around Feb. 1, in advance of the opening of the session scheduled for Feb. 8.

Across the Country

Toronto and District

An interesting race has been waged between two theatres in Hamilton in connection with holdover engagements. Manager Mel Jolley of the Century Theatre continued with "There's No Business Like Show Business" for the fourth week while manager John Miller was doing likewise with "Modern Times" at the Hamilton Cinema.

• • •

A portion of the upper front of the Perth Theatre building in Perth, Ont., fell to the street with a loud noise but no one was injured as the crash occured on a Sunday morning when the business thoroughfare was practically deserted.

• • •

Win Barron, the editor and voice of Canadian Paramount News, has estimated that his work at Paramount headquarters in New York City has entailed 1,000 trips from Toronto during the 10 years that he has been on the job.

• • •

The Famous Players theatres in Windsor, Ont., made a special featurette out of "The Young Die Quickly" in co-operation with the Windsor Police Department as part of a campaign to reduce traffic accidents in the Border City. The safety film was produced and presented under the auspices of the Windsor department.

• • •

Jim Georgas of Owen Sound is on the warpath again. The 28-year-old sportsman-exhibitor captured the first tournament championship of the season when he rolled up the highest total of points in the Huntsville Ski Club invitation meet, competing in four senior events against 50 other barrel-stave exponents. In the summertime Jim is a golfing winner.

Maritimes

Mr. Mortimer Bernstein has returned from hospital greatly improved in health and will be back to work next week.

• • •

Friends will sympathize with Mr. Gerald Hoyt in the death of his mother which occurred at Small's Nursing Home in Saint John last week after more than a month's illness. For the past ten years, Mrs. Hoyt had resided at Renforth with her son Gerald. Interment took place at Bridgetown, Nova Scotia with funeral services from the Bridgetown Baptist Church.

• • •

The 'Community' theatre at West St. John operated for many years by the late Walter R. Golding and now by members of his family, recently installed a wide screen. Most of the employees at the 'Community' have remarkably long records of employment with this theatre speaking well for employer and employee alike.

Vancouver

"A Star is Born" did smash business at the Capitol. "Black Widow" and "The Barefoot Contessa" both did well on holdovers. "So This is Paris" gave the Plaza a good week and "The Belles of St. Trinians" is holding for a fifth week at the Studio.

• • •

Ed Newton new assistant at the Odeon-Vogue has been in show business for nine years, mostly with Paramount Theatres in Great Britain.

• • •

Frank Gow Jr., manager of the Broadway is the father of a son, third child for the Gow family, which also makes Frank Gow Sr., B.C. district manager for FPCC a grandfather again.

• • •

Paul Gauthier who operates the theatre Quesnel in the Cariboo section of B.C. is planning an outdoor theatre north of the town, and the first in the area.

AUDIO LAB

(Continued from Page 1)

U.S. film ad companies.

F. A. Markey, Audio Lab. general sales manager, reported that in the past Canadian advertisers had not shown a great deal of interest in this medium because of the lack of good coverage. "We are now able to offer nation-wide coverage through about one thousand Canadian theatres," he said. Markey explained that "minute movies" have been exhibited in Canada during the past few years, but they have largely been advertising films produced for U.S. manufacturers distributing products in this country. "Our aim is to produce advertising movies in Canada, for Canadian manufacturers, to be shown in Canadian theatres," he declared.

What does this medium offer an advertiser? Markey listed the following points: a personal demonstration combining sight, sound, movement and color; group audiences seated and relaxed with no pages to skip, no dials to turn and no distractions; a projected picture with greater clarity and definition; a medium sold on the basis of readership, not circulation figures.

Basically, Audio has three types of color motion picture advertising. (1) Co-operative advertising, which ties in both manufacturer and dealer. (2) A syndicated library service. This comprises a collection of advertising films dealing with all types of businesses and can be used by either a national or local advertiser, or both. An illustration of this type of screen ad is a general automotive "minute movie," which can be "revoiced" (in French as well as English) to mention one particular make of car. The movie would conclude with a trailer, identifying the make of car, and an insert, identifying the dealers in that particular market. (3) A general national film, advertising a national product with no dealer tie-in.

Who does the medium reach? Markey stated that in Canada the indications are that the theatre audience is made up very similarly to those in the U.S. Figures issued by the U.S. Dept. of Commerce show that U.S. theatre audiences are made up in the following way:

Children under five years of age 1.6%; five to 15 years of age, 10.5%; 16 to 24 years of age, 30.9%; 25 to 44 years of age, 42.9%; 45 to 64 years of age, 10.8%; over 65 years of age, 2.9%.

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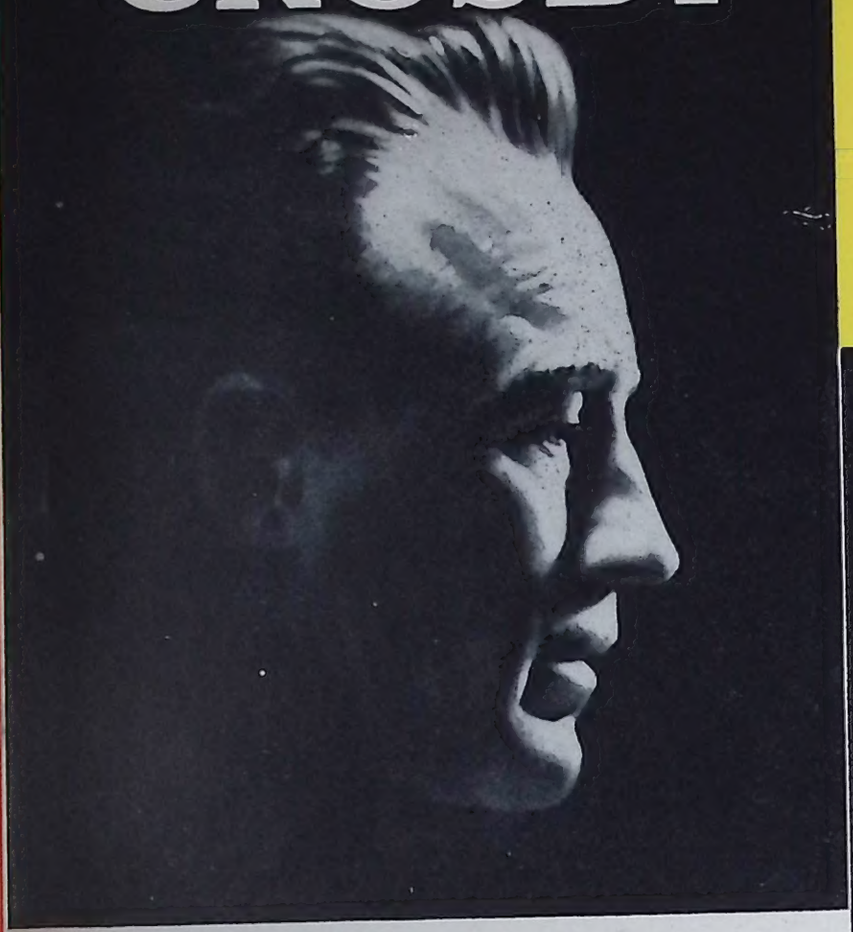
BING
CROSBY



Proudly Announ
Of The Motion
All Through 19

GRACE
KELLY

Paramount

es The World Premiere Engagements

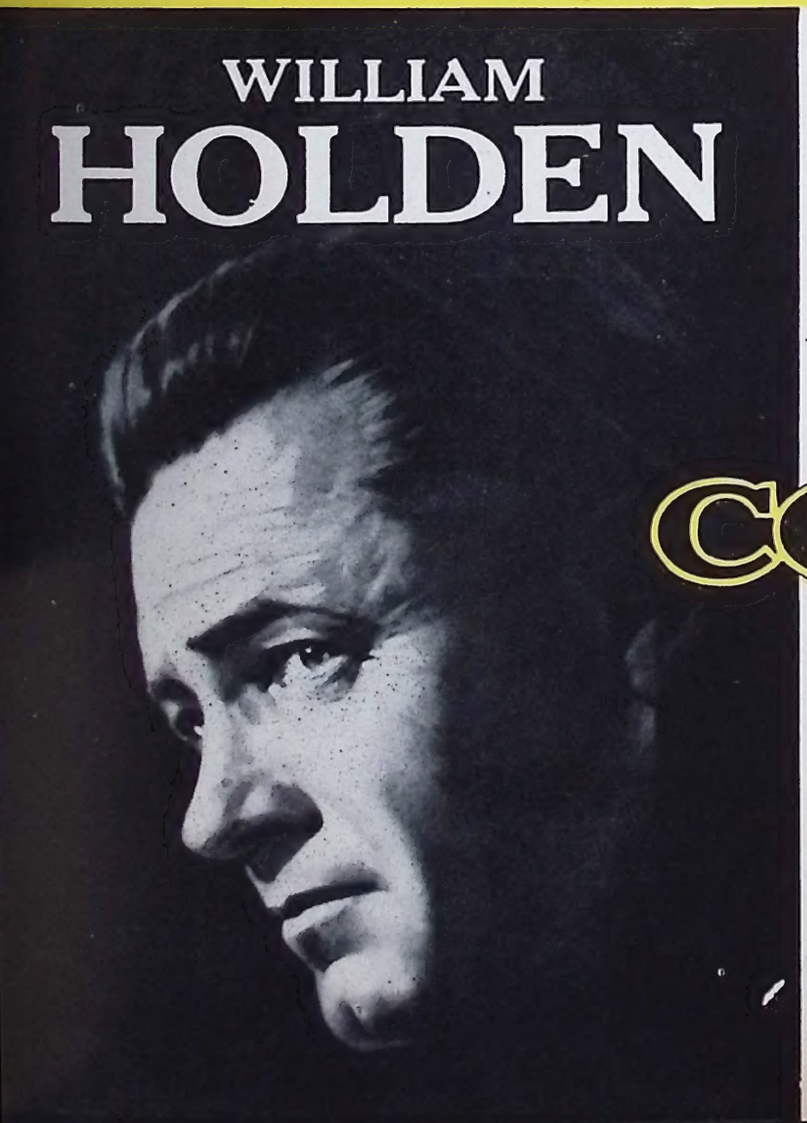
Picture That Will Be Talked About

55 And For Many Years To Come . . .

Three Superlative Acting Performances From Three Brilliant Boxoffice Stars Illuminate "The Country Girl", Described By Look Magazine As "The Dramatic Thunderbolt Of The Year"!

WILLIAM

HOLDEN



A Perlberg-Seaton Production

THE COUNTRY GIRL

Produced by William Perlberg
Written for the Screen and Directed by
George Seaton · From the Play by
Clifford Odets · A Paramount Picture

On the Beam

(Continued from Page 1)

one down in your book for extended runs and top grosses everywhere.

Just before I left for New York, I caught a private screening of Warner Bros.' "The Silver Chalice," starring Jack Palance, Virginia Mayo, Pier Angeli and introducing our own Lorne Greene in a very prominent featured part. Filmed in WarnerColor, and CinemaScope, the screen version of Thomas B. Costain's best-selling novel is geared for top grosses across the nation.

The magnificent sets showing the splendor of Nero's palace at Rome, and the ancient cities of Antioch and Jerusalem, lend themselves to the obvious advantages of anamorphic lensing, with the result that CinemaScope has seldom, since "The Robe," been such a decided advantage to a picture. Lorne Greene's performance as Peter, incidentally, is an excellent one, and is certain to lead to even bigger and better roles in the future.

Also screened the other day was the first Big One from DCA, "Long John Silver," in color and CinemaScope. Since this happens to be an Alliance release in Canada, it is naturally very difficult for me not to be somewhat biased in respect to its value, therefore I will limit myself to reporting that it is the FIRST pirate story to be filmed in CinemaScope, that it is a sequel to "Treasure Island," directed by Byron Haskin who directed "Treasure Island," produced by Joseph Kaufman, who produced "Sudden Fear," and starring Robert Newton in his now familiar role as "Long John Silver." I think it is going to be smash box-office, and fortunately I am not alone in my opinion.

Another screening of note was Walt Disney's CinemaScope epic, "20,000 League Under the Sea," starring Kirk Douglas, James Mason and Paul Lukas, which Empire-Universal are distributing in Canada for Disney's Buena Vista Productions. Those who have seen the picture tell me that it is a tremendous production, and the report from the States is that in its first 50 engagements it grossed $2,000,000, for a new record. The picture follows "A Star Is Born" in the Imperial, Toronto.

I was very sorry to have missed the screening of Warner Bros.' "Battle Cry," starring Van Heflin and Aldo Ray. This is the picture that Haskell Masters told me about when he returned from the Coast sales conference last Fall. While everyone was raving about "A Star Is Born," Haskell was touting "Battle Cry" to the skies, and those who attended the screening the other day tell me that Haskell sure knew what he was talking about. This picture, also, is in CinemaScope and color, and they tell me it is the greatest war picture since "All Quiet on the Western Front."

Another screening held last week, was RKO's "Underwater," starring Jane Russell, which you have been reading about in all the papers as a result of the spectacular premiere down in Florida. Filmed in SuperScope and color, this may not win any Academy Awards, but from all I hear, is a cinch to win a number of awards from the exhibitors who hang up the SRO signs during its engagements. And in the long run, that is really what counts to those of you who are running theatres.

One other picture that I must mention before closing, is UA's "Vera Cruz," starring Burt Lancaster and Gary Cooper. According to all indications, this is headed for the greatest gross of any picture in United Artists' history, and that covers a lot of territory. More about this picture next week.

NEW PAPER

(Continued from Page 1)

people in the metropolitan area there's plenty of room for The Evening Daily News."

The Daily News will continue to publish as a morning paper. Both advertising and subscription rates will remain unchanged.

"Our combination rate for the two papers will remain unchanged, but coverage will be increased," said Peller.

Subscription rates for the evening paper will be five cents a copy, 30 cents a week, the rates now being paid for The Daily News.

"We've no thought of closing up The Daily News," Peller emphasized. "The Evening Daily News is progression, not recession."

B. R. James is vice-president in charge of advertising for both The Daily News and The Evening Daily News. Kingsley Brown is executive editor for both papers.

Fox Set U.S.-Canada Tie-up With Sports Car Club For 'The Racers'

A major, 9-point program for domestic and Canadian promotion of 20th Century-Fox's "The Racers" in CinemaScope has been scheduled as the result of a tie-up made by the film company with The Sports Car Club of America, it was announced recently.

The Sports Car Club of America which has some 10,000 members located in the 48-states and Canada, will go all out to support the picture participating fully with exhibitors in regional and local campaigns.

Under the direction of David R. Allen, the club's public relations director, cooperation will be effected through the availability of members of the club for TV and radio appearances in cities where they reside; newspaper interviews of members with sports writers and columnists; utilization of club mailing lists to apprise members of playdates of the picture; and special screenings for club executives and sports editors, TV and radio commentators and other opinion makers.

Other important campaign ingredients stemming from the tie-up will be the utilization of sports cars for lobby and theatre-front displays; and the organization of sports car parades to add excitement to openings of the Julian Blaustein production; and the setting of displays in thousands of automobile showrooms in principal cities in the United States and Canada.

The production of "The Racers," which stars Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero, Lee J. Cobb and Katy Jurado, also is receiving extensive play in the club magazine and other literature circulated among its 10,000 members in the coming months. The picture additionally will be the topic of discussion at club meetings where plans for theatre campaign cooperation will be set into motion.

"The Racers" in CinemaScope, premieres Feb. 4 at New York's Roxy Theatre.

HARNICK

(Continued from Page 1)

agers, with general sales manager A. Montague chairing, which took place Jan. 20-21 at the Savoy Plaza Hotel, New York. Purpose of the meeting was to finalize sales, promotion and distribution plans for "The Long Gray Line," John Ford's Technicolor CinemaScope production.

The second day's session was devoted to a presentation by vice-president Paul N. Lazarus, Jr., of the advertising and publicity campaign being given "The Long Gray Line." The film will have its world premiere in Washington at the RKO Keith's, and will open in New York at the Capitol on Feb. 10.

U-I To Test 3-D

Universal - International's "Revenge of the Creature," the first 3-D production to be released in almost a year, will have its World Premiere in Detroit as part of a territorial saturation in the latter part of March, it was announced by Charles J. Feldman.

AMUSEMENT STOCK QUOTATIONS

For Week Ending January 22nd, 1955

1954-55 High	1954-55 Low	Stock & Divid. in Dollars	Sales 100s	High	Low	Last	Net Change
		TORONTO STOCK EXCHANGE					
28⅞	19	Fam. Playe s 1.60x	467	28	27	28	
		N.Y. STOCK EXCHANGE					
25¼	14½	Am Br-Par	288	24	22⅛	23⅜	-|- ⅛
34⅝	19¾	Col Pict 1¼r	80	35¾	33⅜	34⅝	-|-1½
18⅛	9¼	Decca Rec .70	144	15⅝	15	15¼	— ¼
22	13¼	Loew's .90e	396	20⅜	19¾	19⅞	— ⅝
40⅜	25⅛	Para. Pict 2	77	37⅞	36¼	37⅛	— ⅝
7¼	3	Republic Pictures	152	7¼	6⅝	6⅝	— ⅝
8⅞	2⅞	RKO Pictures	71	7⅝	7⅛	7⅝	-|- ⅛
10⅛	4½	RKO Thea. .20g xd	139	9⅜	9	9⅛	— ⅛
20⅜	11⅛	Stan. War. .95e	123	19⅝	19¼	19½	-|- ⅛
30⅝	18¼	Twent. Cen. 1.60a	289	31	29⅛	30	— ⅞
32¼	18½	Univ. Pict. 1a	22	29¾	29¼	29½	-|- ⅛
21⅛	13⅝	Warn. Bros. 1.20	52	19¼	18¾	19¼	-|- ½
		AMERICAN STOCK EXCHANGE					
6	3⅝	Allied Art. .10g	41	5⅛	4⅞	4⅞	— ⅛

UNLISTED STOCK

	Bid	Asked
Para, Oshawa Theatres	12.50	.....
Skyway Drive-In Theatre	1.25	$2.00
Cons. Theatres "A"	7½	8¼
Cons. Theatres "B"	3½	4½

DIVIDENDS DECLARED

		Date Payable	Date of Record
Cons. Theatres "A"	.13	Mar. 1	Feb. 1

Quotations, Courtesy of

J. H. CRANG & CO.

40 Adelaide W., Toronto

CANADIAN PICTURE PIONEERS

A SHORT REVIEW OF ITS HISTORY

The following was written by the late Ray Lewis and originally appeared in The Digest in 1946.

The Canadian Motion Picture Pioneers was organized early in 1940. Its purpose was to bring together in a fraternal spirit, the pioneer showmen of the Canadian Motion Picture Industry, who could from time to time hold informal gatherings for the purpose of keeping young and virile the spirit of a comradeship between those who made entertainment and service to the public, their business in life.

A meeting of the Pioneers was called a "get-together" and in these annual, semi-annual, and quarterly meetings, the members began "swapping stories" and reminding each other of what happened twenty-five years ago and longer, for some of the members of the Pioneers had been associated with Motion Pictures, in various fields of its operation, as theatre owners, as producers of Motion Pictures, as distributors and salesmen of Motion Pictures, as technicians, cameramen and writers, as publicity and exploitation agents, as equipment retailers for twenty-five years and more.

Some of the Picture Pioneers remembered, the early years of the exhibition of Motion Pictures in Canada, the men, who operated store-shows, with admission prices five and ten cents for a fifteen minute show of short subject films, the only Motion Pictures which were then available on the market. Soon followed the era of those years, when the first long pictures were presented, Mary Pickford, Norma Talmadge, Dorothy Gish, Lillian Gish, the days when such stars as Mae Marsh, Gloria Swanson, Wallace Beery, Tom Mix, William Hart, Mabel Normand, Marie Dressler, Charlie Chaplin began to be what we call marquee names. Pioneers remembered the circus presentation of the first screen stars, the beginning of what we call feature productions, the building of real picture theatres and the evolution of what was termed the flicker to a feature presentaion, where the customers had good seats upon which to sit and modern conveniences.

In recalling some of the Pioneers, the Canadian Picture Pioneers began to ask each other what became of the men and women, whom they knew and whom others knew by name only?

It then occurred to the Pioneers that they would form a Benevolent Fund, to help the old timers, who migh be in need of help, due to the fact they were too old, for a present day job, or were ill, or out of employment temporarily.

The next inspiration was to extend benevolence to all members of the Motion Picture Industry, irrespective of whether such members were Pioneers. But the war years came into our midst and the Canadian Picture Pioneers became active in War Services, organizing the Win The War Campaign during 1940, with a war savings stamp drive from coast to coast, and making, in the words of a Government Official, "Canada War Savings Stamp Conscious."

Having successfully run shows in approximately every theatre in the Dominion of Canada in 1940, and selling, through a War Savings Stamp admission price to such shows, one million dollars on one night, the Win The War special committee travelled to Ottawa to meet with Government Officials, and to become a Motion Picture Section of the National War Finance Committee, to assist in Victory Loans, salvage and Conservation Drives, Relief to help the Allied Cause, special free theatre shows for men and women in uniform, the production of special short subjects, with Hollywood co-operation, relief for Bombed British Victims and Recruiting Campaigns for all the War Services.

When Peace came with Victory, the War Services Committee directed its attention to Reconstruction and Rehabilitation Services, the Canadian Picture Pioneers again met for a get-together," and for services to each other directly and the public indirectly.

The midnight shows and other shows that have been arranged to aid in the Pioneers' Benevolent Services, a service which now directs itself to not only offering emergency aid to its own members of the Motion Picture Industry, but to all appeals directed to its attention.

Theatres, pictures, live talent, operators, under the direction of their respective unions, all donate their services free. There are no paid officers of the Canadian Picture Pioneers, the officers and Board of Directors are elected annually and their services are given free. The Trustees of the Benevolent Fund are permanent Trustees and give their services free.

NFB Short Wins Award

"The Grievance", a National Film Board production dealing with grievance procedures in an industrial plant has been awarded an Honorable Mention in the Robert Flaherty Film Awards, New York. The award is for outstanding documentary films produced in the tradition established by the great documentarist, Robert Flaherty who made "Nanook of the North", "Man of Aran", "White Shadows in the South Seas", "Louisiana Story" and others. "The Grievance" was made at the General Motors plant in Oshawa and was directed by Morton Parker, photographed by Hector Lemieux and produced by Guy Glover.

Copyright Appeal Brd. To Sit February 25

The Copyright Appeal Board has announced that it will hold a sitting Feb. 25 to hear applications for authority by two performing-right organizations for the collecting of fees for the use of musical compositions in television performances in Canada.

The applicants are the Composers, Authors and Publishers Association of Canada and BMI of Canada Limited, the latter being the affiliate of Broadcast Music Inc.

It is expected that the Musical Protective Society of Canada and the organized exhibitors will provide for watching briefs at the hearing which will be held in Ottawa.

Hamilton Movie Mgrs. Hold Annual Party

Don Edwards of the Tivoli and Paul Turnbull of the Downtown Theatre officiated at the annual party of the Hamilton Theatre Managers Association for which more than 70 guests gathered in the handsome new foyer of the Tivoli. Because of illness, the president of the association, Duncan Campbell of the Mountain Theatre, was unable to be present. Arch H. Jolley represented the Toronto film fraternity at the social and enjoyed the ginger ale as usual.

UA's Benjamin Drive

United Artists' New York, Charlotte and Calgary branches have captured the three first-place prizes for the third lap of the Robert S. Benjamin Drive, it was announced by William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager, who are serving as co-captains of the drive saluting the company's Chairman of the Board.

MANITOBA PIONEERS

(Continued from Page 1)

For March the Pioneers have set their Movie Ball. The ninth annual event will take place Thursday, March 10 at the Roseland Dance Gardens. Chairman is S. Swartz, with tickets to be on sale at the box-offices of all Winnipeg theatres.

For the Bonspiel, the entry fee will be $3. Further information can be gotten from Charlie Krupp at 303 Donalda Block. All applications must be in by February 16. Valuable prizes will be given and the Henry Morton and Jacob Miles Memorial Trophies will be awarded.

SWEEPSTAKES

(Continued from Page 1)

stakes, which, incidentally, might have the effect of leading to the abolishment of the Ontario Hospitals Tax Act through which theatre patrons contribute millions of dollars in the admission-ticket levy.

The resolution to disapprove any prospective change in Sunday observance apparently got lost in the flood of motions, however.

JOLLEY

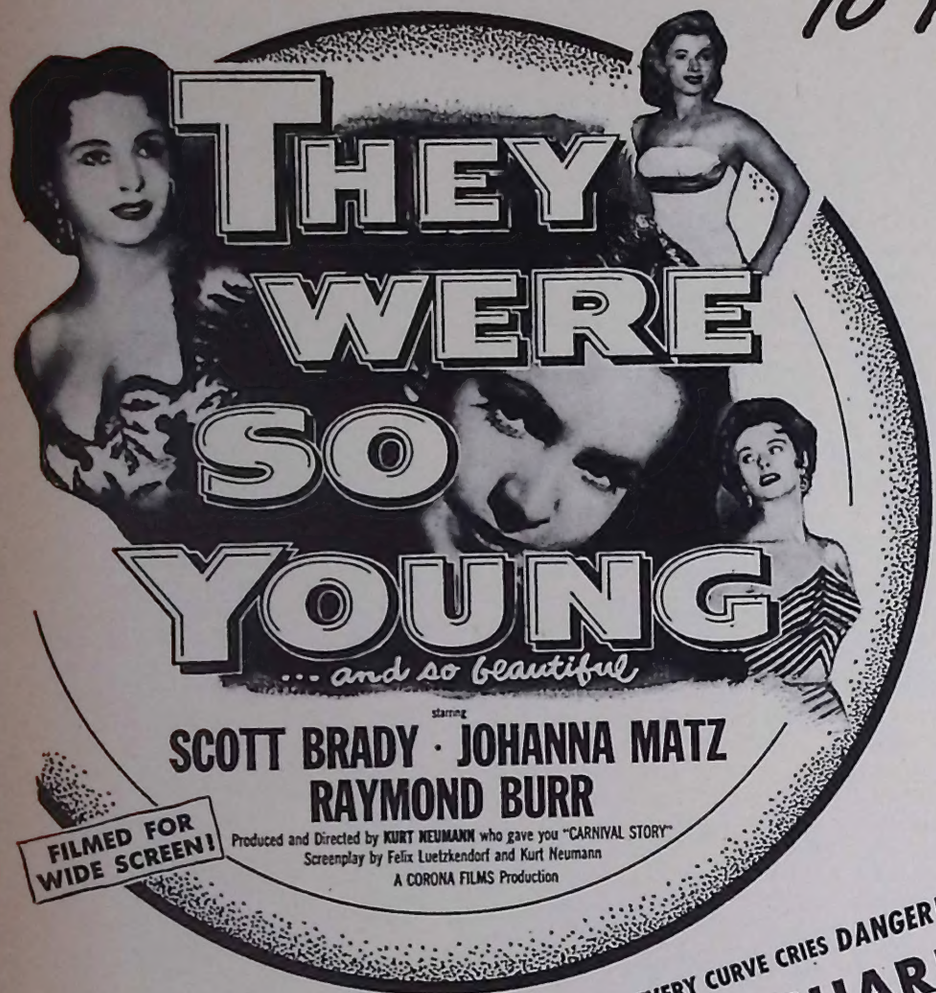
(Continued from Page 1)

In town for the meeting were, Jim McDonough, from the Maritimes; Ray Tubman, Ottawa; Eugene Fitzgibbons, Windsor; Bill Trudell, London and Dan Krendel and Mort Margolius who headquarter in Toronto. Sessions were addressed by President J. J. Fitzgibbons and other head office executives.

CHARLES BOASBERG, DCA's general manager was in Toronto last week to consummate the release of "Long John Silver" in color and CinemaScope. The film will be shown throughout the Famous Players circuit. "Long John" will have its American premiere in some 70 odd theatres spread through the New England states on February 17.

Mr. Boasberg informed The Digest that DCA's aim was to release "A" pictures to help cure the product shortage. The release of "Long John" was a start in this direction, with top boxoffice grosses expected everywhere.

YOU DON'T NEED TARGET PRACTICE TO HIT THE BOX OFFICE BULLSEYE WITH...



starring
SCOTT BRADY · JOHANNA MATZ
RAYMOND BURR

FILMED FOR WIDE SCREEN!

Produced and Directed by KURT NEUMANN who gave you "CARNIVAL STORY"
Screenplay by Felix Luetzkendorf and Kurt Neumann
A CORONA FILMS Production

EVERY CURVE CRIES DANGER! ONE WRONG MOVE SPELLS DEATH!

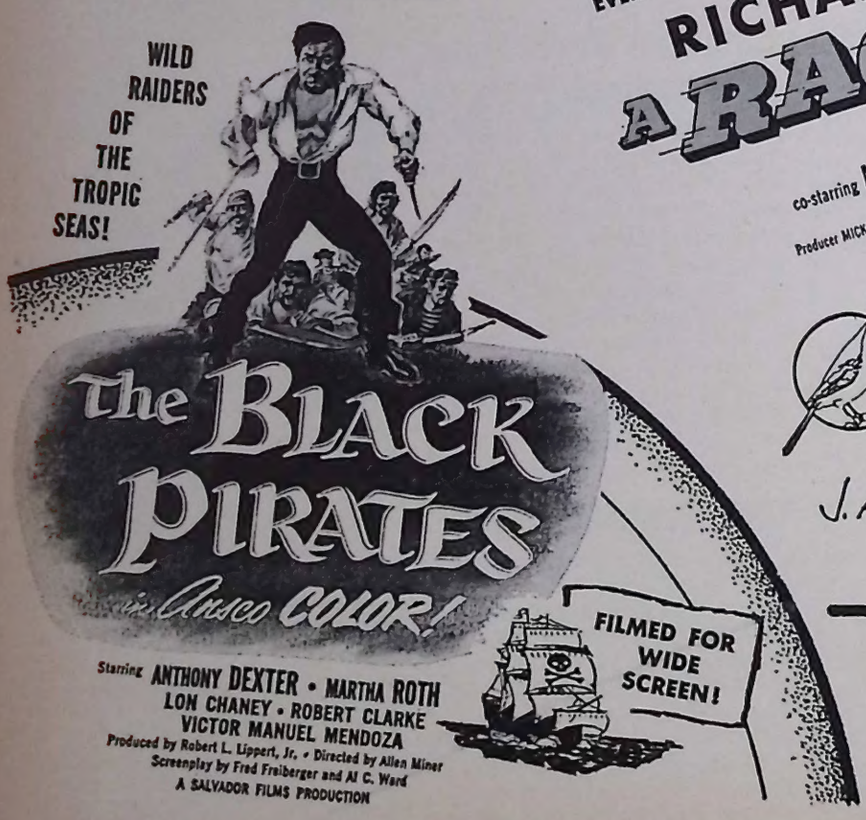
RICHARD CONTE IN

A RACE FOR LIFE

FILMED FOR WIDE SCREEN

co-starring MARI ALDON with GEORGE COULOURIS · PETER ILLING · ALEC MANGO

Executive Producer MICHAEL CARRERAS · Screenplay by RICHARD LANDAU · From the novel by Jon Manchip White
Producer MICKEY DELAMAR · Directed by TERENCE FISHER
A HAMMER PRODUCTION



Starring ANTHONY DEXTER · MARTHA ROTH
LON CHANEY · ROBERT CLARKE
VICTOR MANUEL MENDOZA

Produced by Robert L. Lippert, Jr. · Directed by Allen Miner
Screenplay by Fred Freiberger and Al C. Ward
A SALVADOR FILMS PRODUCTION

Cardinal Films Limited

DISTRIBUTED BY

J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LIMITED

Chatter... That Could Matter!

By MAX CHIC

Simpson's Homemakers' Show in Toronto ran a series of daily stage shows . . . familiar faces appearing were **Alex Barris, Globe & Mail** and Toronto's King of Mirth, **Len Bishop.**

A 65th Anniversary couple, Mr. and Mrs. **John Pollock** won the Hyland's "Romeo and Juliet" longest-married-couple contest . . . they were guests of the theatre at the opening night performance and were presened a variety of gifts by **Wannie Tyers.**

Richard Miles in Toronto from Winnipeg touring the film offices . . . speaking about Winnipeg, **Harold Bishop** for the showing of **MGM's** "Brigadoon" offered free passes to anyone who came to the theatre wearing kilts . . . the snag, the weather has been below zero in Winnipeg . . . **Leonard Brockington** was guest speaker at the **Robert Burns Festival** in Ayr, Scotland.

Ben Geldsaler, we understand is in a Toronto hospital . . . film people across the country we are sure, all wish him a speedy recovery . . . **Al Troyer** again heads up the industry committee for the **Red Cross** campaign . . . **Frank Fisher** is active on the **Easter Seal** campaign committee . . . he informs us that theatres can obatin slugs for their newspaper ads from the national office . . . **Hilly Cass MGM's** Canadian general sales manager and **Reg Wilson** in charge of 16mm for the company were in New York for home office sessions.

Jack Labow, RKO Canadian general manager reports that more money will be spent on publicizing the **Jane Russell** starrer "Underwater" than any other picture in the company's history . . . **Brotherhood Week** scheduled for February 20-27 . . . **Gordon Lightstone** still active on the committee as he has been for years . . . one day the full story should be written of the extra-curricular activities of the leaders of our industry.

The Motion Picture Event Of The Week . . . lunch with **Lorne Greene** and the wonderful feeling one gets to see someone you know well and a native of your own country finally achieving success at his chosen profession . . . the occasion was to hear all about **Lorne's** experiences while in Hollywood during the shooting of **Warners** "The Silver Chalice" . . . the film will soon be seen in Canada.

Loew's Inc. Earnings For 1954 Increase

Consolidated net profit of Loew's Incorporated and all subsidiaries, including theatre subsidiaries, for the fiscal year ended August 31, 1954, increased to $6,577,311 from $4,380,603 in the preceding year, according to the company's annual report issued January 18. The 1954 net profit was equivalent to $1.28 per share on the common stock, compared with 85c per share in the preceding year.

Heart Of An Empire

"Heart of an Empire," a CinemaScope short showing London's daily display of royal pageantry, has been completed by Warner Bros. under the direction of Carl Dudley. The film shows Queen Elizabeth of England attending typical functions as ruler of the British Empire. Cedric Francis produced the WarnerColor picture and Charles Tedford wrote the script.

Honesty Pays Off For Theatre Employee

The three leading ladies in the film "Three Coins in the Fountain" —the film which ushered in CinemaScope to Truro—tossed coins in the Fountain of Trevi at Rome in the hope that it would bring them good luck! It was a coincidence that this film not only brought unexpected good luck to Mrs. Rachel Higgins, long-time Char-lady at the "Royal" theatre, but the figure "three" was a part of it as well.

While tidying up the theatre, Mrs. Higgins found a wallet on the floor under one of the seats. The name of the owner was in the wallet and she immediately got in touch with him. The owner, a member of the Nova Scotia Agricultural College Staff, was so grateful to Mrs. Higgins that he handed her *one-third* of the cash in the wallet as a reward for her honesty. The wallet contained $60. The owner also wrote a letter to Mr. Gerald M. Tipper, manager of the Truro theatre, commending him on his staff.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
3rd week. A Star Is Born (WB) C'Scope and Tech. with Judy Garland.

SHEA'S
5th week. There's No Business Like Show Business (20th-Fox) C'Scope and DeLuxe Color with Ethel Merman.

ODEON
The Black Knight (Col.) Tech. with Alan Ladd.

HYLAND & CHRISTIE
Romeo and Juliet ((JARO) Tech. with Susan Shentall.

LOEW'S
Vera Cruz ((UA) Tech. and SuperScope with Gary Cooper.

UPTOWN
Athena ((MGM) Color with Jane Powell and Edmund Purdom.

DOWNTOWN
The Yellow Mountain (E-U) and Ricochet (E-U).

TOWNE CINEMA
5th week. The Vanishing Prairie (E-U) in Technicolor.

MONTREAL

CAPITOL
Black Widow (20th-Fox) C'Scope and color with Ginger Rogers.

LOEW'S
2nd week. A Star Is Born (WB) C'Scope and Tech. with Judy Garland.

PALACE
3rd week. Desiree (20th-Fox) C'Scope and Color with Marlon Brando.

PRINCESS
Sitting Bull (UA) C'Scope and Color with Dale Robertson.

ORPHEUM
White Orchid ((UA) in color with William Lundigan.

KENT
The Vanishing Prairie (E-U) in Technicolor.

SNOWDON-OUTREMONT-STRAND
Purple Plain (JARO) Tech. with Gregory Peck.

CALGARY

CAPITOL
2nd week. A Star Is Born (WB) C'Scope and Tech. with Judy Garland.

PALACE
Athena (MGM) Color with Jane Powell and Edmund Purdom.

UPTOWN
Trouble in the Glen (E-U) Trucolor with Victor McLaglen.

GRAND
Destry (E-U) Tech. with Audie Murphy and Mari Blanchard.

WINNIPEG

CAPITOL
2nd week. Brigadoon (MGM) C'Scope and Color with Gene Kelly.

MET
Black Widow (20th-Fox) C'Scope and DeLuxe Color with Ginger Rogers.

ODEON
Tanganyika (E-U) Tech. with Van Heflin and Ruth Roman.

GARRICK
2nd week. The Barefoot Contessa (UA) Tech. with Humphrey Bogart.

VANCOUVER

CAPITOL
Second Week. A Star Is Born (WB) C'Scope and Tech. with Judy Garland.

VOGUE
Second week. The Barefoot Contessa (UA) Tech. with Humphrey Bogart.

ORPHEUM
Young at Heart (WB) WarnerColor with Doris Day and Frank Sinatra.

PLAZA & FRASER
So This Is Paris (E-U) Tech. with Tony Curtis and Gloria De Haven.

STRAND
2nd week. Black Widow (20th-Fox) C'Scope and DeLuxe Color with Ginger Rogers.

ST. JOHN

PARAMOUNT
The Last Time I Saw Paris (MGM) Tech. with Elizabeth Taylor and Van Johnson.

STRAND
Phffft (Col.) with Judy Holliday and Jack Carson.

CAPITOL
Cattle Queen of Montana (RKO) Tech. with Barbara Stanwyck.

KENT
Fire Over Africa (Col.) with Maureen O'Hara and Macdonald Carey.

Metro has acquired the screen rights to the story of prizefighter **Rocky Graziano,** titled "Somebody Up There Likes Me." **UA** double-billing "Twist of Fate," and "The White Orchid," at the Brooklyn Paramount Theatre, New York. **Paramount** signs Broadway stage director **Robert Lewis,** to direct his first film "Anything Goes." He lists to his credit such hits as "Teahouse of the August Moon" and "Brigadoon."

John Wayne, honeymooning in New York, was called in to fill the breach when **Robert Mitchum** was dropped from **Warner's Batjac Production,** "Blood Alley." After an absence of seven years, **Conrad Nagel** returns to the screen as suitor to **Jane Wyman** in **Empire-Universal's** "All That Heaven Allows."

20th-Fox premieres "The Racers" at the Roxy, New York, Feb. 4th. **Jose Ferrer** to do double stint for **Columbia,** he will star and direct "Cockleshell Heroes," which goes before the cameras April 1st on location in Gibraltar. Sixth **United Artists** release in CinemaScope will be "Alexander The Great," featuring **Richard Burton, Fredric March** and **Claire Bloom.** Spain is picked as location site.

Walter Abel busy on the **Warner** lot portraying his role of prison warden in "I Died a Thousand Times." **Martine Carol,** French import, assigned starring role in "Lord Vanity," for **20th-Fox,** co-starring are **Clifton Webb** and **Robert Wagner.** One of the feminine leads in **Paramount's** latest **Martin** and **Lewis** comedy "Artists and Models," goes to **Shirley MacLaine, Hal Wallis'** latest discovery from Broadway.

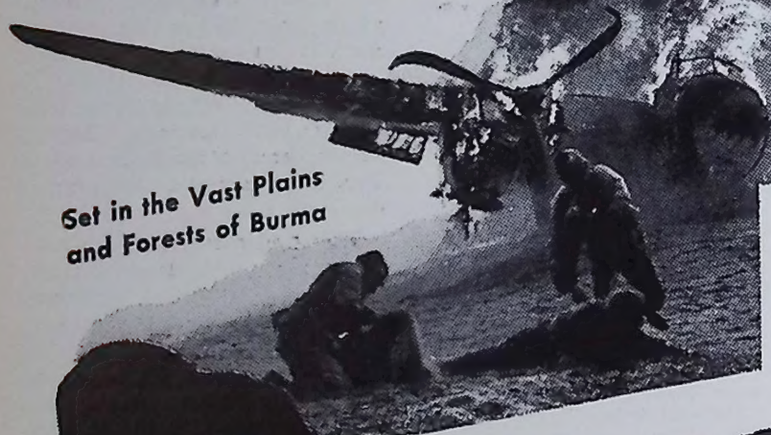
Anne Francis plays only feminine part in **MGM** suspense picture "Bad Day at Black Rock," which opens at the Rivoli Theatre, N.Y., Feb. 1st. Climaxing a record promotional campaign **Empire-Universal's** "Six Bridges to Cross" had its World Premiere Jan. 19th in New York.

Sheree North replaces **Marilyn Monroe** in the **20th-Fox** production, "Pink Tights," which will go into production Feb. 14th.

Giving the Best performance of his great career as S/Ldr. Forrester, R.C.A.F.

GREGORY PECK

Color by TECHNICOLOR



Set in the Vast Plains and Forests of Burma

IN ALL ITS HISTORY
THE MOTION PICTURE
HAS NOT PORTRAYED
A MAN LIKE "FORRESTER"

"PURPLE PLAIN"

WIN MIN THAN whose flawless beauty matches the rugged strength of Gregory Peck.

Starring GREGORY PECK and WIN MIN THAN.
Adapted for the screen by ERIC AMBLER from H. E. BATES' best selling novel.
Directed by ROBERT PARRISH, produced by JOHN BRYAN.

Another smash hit from **JARO**